

Fund Development/Strategic Plan Manager

DEFINITION

Design and conduct ongoing philanthropic fund development programs for the City of Chula Vista; conduct/facilitate strategic planning processes for the City, its departments and divisions; and assist in the development and prioritization of specific program and management goals and objectives.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Deputy City Manager.

May exercises direct supervision over assigned management, supervisory, professional, technical and clerical personnel.

ESSENTIAL FUNCTIONS – Functions may include, but are not limited to, the following:

Fund Development

Design and conduct ongoing philanthropic fund development programs for the Chula Vista Library, Nature Center, Recreation Departments, and other City departments, divisions or projects as needed.

Plan, create, and initiate capital/special project and operations fund raising efforts for departments via foundations, corporate sponsorships and other fund development strategies; coordinate individual donations to departments in support of their programs.

Develop and write annual departmental fund raising plans allowing for expansion and diversification of the donor base.

Identify, cultivate and personally solicit (as appropriate) prospective planned and major gift donors and prospective corporate and foundation donors.

Compose and coordinate the creation of all component parts, related to fundraising and philanthropic support, and supervise the implementation and distribution of such plans and materials.

Plan, supervise and coordinate fundraising activities such as special events, meetings and presentations along with appropriate follow-up.

Stay current by conducting research, gathering and organizing web and print-based background information and articles on philanthropy, by continuing education, and by participation in professional organizations.

Conduct ongoing prospect research.

Conduct fundraising feasibility studies for capital campaigns.

Coordinate and provide training as needed for volunteer fundraising committees.

Conduct and/or coordinate donor relations and recognition/stewardship activities.

Prepare and coordinate gift reports and donor records.

Strategic Planning

Design, coordinate and lead strategic planning processes for the City, its departments, divisions and joint-ventures.

As part of the strategic planning process, assist in the development and implementation of external and internal assessment tools.

As part of the strategic planning process, assist in the development and prioritization of specific program and management goals and objectives.

Compose or assist with the design and development of written strategic planning documents.

Provide methodologies and benchmark assessment tools to monitor and evaluate each strategic plan.

Stay current by conducting research, gathering and organizing web and print-based background information on strategic planning, by continuing education, and by participation in professional organizations.

Other

Develop and implement divisional goals, objectives, policies and procedures.

Build and maintain positive working relationships with co-workers, other employees and the public using principles of good customer service.

Represent the division and department to outside agencies and organizations; participate in outside community and professional groups and committees; provide technical assistance as necessary.

Research and prepare technical and administrative reports; prepare written correspondence.

Perform related duties as assigned.

QUALIFICATIONS

Knowledge of:

Principles and practices of fundraising and strategic planning.

Techniques used in fundraising and strategic planning.

Principles and practices of leadership, motivation, team building and conflict resolution.

Pertinent local, State and Federal rules, regulations and laws.

Modern office procedures and computer equipment.

Principles and practices of organizational analysis and management.

Budgeting procedures and techniques.

Principles and practices of supervision, training and personnel management

Ability to:

Organize and direct fund development programs.

On a continuing basis, analyze budget and technical reports; interpret and evaluate staff reports; know laws, regulations and codes; observe performance and evaluate staff; problem solve department related issues; remember various rules and procedures; and explain and interpret policy.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Gain cooperation through discussion and persuasion.

Interpret and apply City and department policies, procedures, rules and regulations.

Prepare and administer a budget.

Develop fundraising prospectus

Supervise, train and evaluate personnel.

Establish and maintain effective working relationships with those contacted in the course of work.

Communicate clearly and concisely, both orally and in writing.

Supervise, train and evaluate assigned staff.

Work with various cultural and ethnic groups in a tactful and effective manner.

Experience and Training

Any combination of education and/or experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Five years of increasingly responsible experience in broad-based fundraising, including two years of strategic planning process responsibility.

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in business management, public administration or a related field.

License or Certificate

Possession of or ability to obtain, a valid Class C California Drivers License.
Certified Fund Raising Executive (CFRE) certification

PHYSICAL DEMANDS

On a continuous basis, sit at desk and in meetings for long periods of time. Intermittently twist to reach equipment-surrounding desk; perform simple grasping and fine manipulation; use telephone, and communicate through written and verbal means.

WORKING ENVIRONMENT

Primary work is performed indoors in a carpeted and air-conditioned office environment with fluorescent lighting and moderate noise level. Some exposure to the external environment is required when performing duties in the course of work.